

ANJIT KAUR ANAND

Eugene, OR | anjitk@gmail.com | <https://www.linkedin.com/in/anjitanand/> | 917.577.9055

PROFILE SUMMARY

A seasoned executive with 20 years of experience in M&A, venture capital, and entrepreneurship. Recognized for delivering topline revenue and customer-centric leadership with both strategic vision and agility. A unique ability to lead in diverse environments from Fortune 100 to early-stage startups; successful exit steering a company through product pivots and growth cycles while maintaining profitability; empathetic leader and problem-solver who embodies resilience and a learning mindset.

EXPERIENCE

STUY TOWN VENTURES, LLC Investor, Advisor

Eugene, OR
2023- Present

- Originated over 200 early and mid-stage investment opportunities by engaging with accelerators and industry networks, focusing on supporting diverse businesses and founders, including women and underserved entrepreneurs.
- Advise business owners on sales & marketing, go-to-market (GTM), and other repeatable growth strategies; skilled in development of comprehensive sales processes, multifaceted marketing initiatives, including paid acquisition, email marketing, trigger campaigns and content development.
- Developed offering to maximize exit valuations for middle-market (<\$50MM) businesses with a focus on presentation, organizational health, documentation, cash flow management and strategic financial planning.
- Active in the entrepreneurial ecosystem and frequent judge for local and international pitch competitions that have resulted in delivery of > \$100K (YTD 2024) in early stage prize funding.
- Mentor entrepreneurs on pitch development, fundraising, financial management and product/market fit challenges.

PROMOLTA.COM, INC. Founder, Board of Directors

SF, Bangalore, LA
2014–2023

- Bootstrapped my video advertising company from conceptualization to over \$3MM in annual revenue, extending the reach of over 100,000 YouTube content creators to broader audiences.
- Solely responsible for company's financial health, operating it profitably from inception. Identified and implemented cost-saving measures that augmented profitability by 30%.
- Architect of the company's data-driven strategic decision making process and designed entire Management Information System (MIS), shaping internal reporting and analytics.
- Established an Indian subsidiary and maintained compliance with Indian and USA legal and tax systems. Managed budgets, bookkeeping, financial reporting, and audits, ensuring fiscal accountability and sustainability for both entities.
- Hired a diverse team and provided opportunities for people of all socioeconomic backgrounds and cultures. Sought to foster a culture of empathy and understanding by promoting open communication and transparency.
- Worked closely with over 20 employees to understand professional goals and implement training programs to support continuous professional development. Developed KPIs and incentives to reward and motivate the team.
- Ran multiple business functions, including sales and marketing, HR, legal and finance simultaneously, demonstrating strong organizational and project management skills, ability to partner and adopt new technologies efficiently.

PLUG AND PLAY TECHNOLOGY (PNP) / 500 STARTUPS Entrepreneur in Residence, various startups; Co-Founder, Promolta.com, Inc.

San Francisco, CA
2012– 2014

- Selected through a competitive process to represent Darden in a new Entrepreneur in Residence program at PNP, acquiring a deep understanding of the entrepreneurial ecosystem in Silicon Valley.
- Researched and evaluated viability of four consumer internet businesses including product and user requirements, business model and customer acquisition strategies.
- Accepted and participated in 500 Startups renowned accelerator program as a founder of Promolta; Attained proof of concept and product market fit; Developed a comprehensive fundraising strategy, identified potential investors and cultivated relationships and represented Promolta through a \$2.5MM capital raise.

KPMG ADVISORY
Director, Transaction and Strategic Services

New York, NY
Mountain View, CA
2008–2012

- Proactively identified a new offering for technology clients, developed collateral and built a qualified sales pipeline.
- Selected to join West coast practice to be deal lead for three key blue chip technology clients; Completed over 40 transactions ranging from \$100MM to \$1BN deal value; conducted diligence on over 20 enterprise software companies.
- Advised Google on a passive tax credit investment; led comprehensive analysis that focused on key business drivers, deal structure and risk and returns. Findings resulted in transaction completion.
- Managed an eight - person team to conduct liquidity and capital structure payout analyses on \$1BN debt portfolio of a real estate fund seeking entry into a fixed income fund. Diligence resulted in transaction completion.
- Financial advisor to a \$2.5BN semiconductor device manufacturer in conjunction with Chapter 11 process. Built 24-month cash flow model and trained staff to use a new operating model as primary planning tool.

CITIGROUP
Vice President, Markets and Banking

New York, NY
San Francisco, CA
2005–2008

- Conducted market risk assessment, evaluated borrower's financial position, created cash flow models resulting in financing of 11 real estate projects totaling \$400MM. Authored credit memoranda for committee approval.
- Led agent syndication process for nine projects totaling \$2BN with team of relationship bankers and clients to propose optimal deal structure, prepare offering memoranda, and reduce bank's risk exposure.
- Completed six-month Commercial Credit College focused on advanced accounting, early warning signs and risk and credit management policy. Selected as one of 22 employees participating in annual program.

CEDAR STREET GROUP
Associate, Venture Capital

Larchmont, NY
2001–2003

Recruited by former executives of priceline.com as founding member to launch a four person, \$15MM venture fund.

- Analyzed over 100 potential investment opportunities in the healthcare, travel, retail and education industries. Utilized research and experts to develop investment theses and presented potential financing structures to partners by modeling exit strategies and liquidation analyses.
- Structured and executed six complex early-to-mid stage investments ranging from \$250K to \$1.5MM in value.
- Conducted diligence for \$20MM portfolio merger and identified 25% net income gain through SG&A cost-savings.

PRICELINE.COM
Senior Analyst, Strategic and Financial Planning & Corporate Development

Norwalk, CT
2000–2001

Recruited to work directly with Chief Executive Officer and Chief Financial Officer 2001 financial restructuring.

- Presented highly confidential merger integration analyses including accretion/dilution and rationale to the executive team and board of directors; Prepared for strategic acquirer discussions with Yahoo!
- Reengineered existing financial planning process and managed finance staff to implement new planning process with the construction of a detailed expense model that helped management identify and execute \$35MM savings.

DEUTSCHE BANK ALEX. BROWN
Analyst, Investment Banking - Financial Sponsors Group

New York, NY
1998–2000

Hired as one of two analysts in a 100+ person class to participate in bank's transaction origination effort.

- Conducted business and financial due diligence to develop rationale for bank's internal credit process.
- Prepared offering memoranda for use in raising debt and equity capital. Developed detailed valuation and complex financial models including LBO analyses, merger consequences, and comparable trading analyses.

EDUCATION

UNIVERSITY OF VIRGINIA DARDEN GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
Master of Business Administration, 2005

THE GEORGE WASHINGTON UNIVERSITY
Bachelor of Business Administration in Finance, 1998